**SOCIAL MEDIA MANAGER RESUME**

Barbara Ann Jones

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**Profile**

Champion of social media tools and technologies, with a track record of creating and implementing successful social media campaigns. Work closely with clients to develop and execute a proactive, social content calendar, managing all phases digital marketing initiatives from concept through delivery and optimization.

**List of Tools**

* Social media channels: Facebook, Twitter, Instagram, Google+, Pinterest, Snapchat, Periscope, YouTube, Vimeo, LinkedIn, Tumblr
* Platforms, tools and analytics: Sprinklr, Salesforce Radian6, SocialOomph, Hootsuite, WordPress, LinkedIn Publishing, Live Writer, Bit.ly, Google Analytics, Clicky, Mint, KISSmetrics
* Software: Camtasia, Audacity, Photoshop, Illustrator, MS Office Suite
* PR/reporting tools: PRWeb, Help a Reporter Out (HARO), PitchEngine

**Experience**

**XYZ ASSOCIATES, Sometown, NY | PR firm serving businesses in the greater NY area**

**Social Media Manager, 20XX to Present**

* Partner with NYC-based businesses to design and execute social media strategies.
* Push each brand’s boundaries to effectively leverage social media and digital networks.
* Develop and manage online marketing campaigns for diverse industry clients, driving brand awareness, engagement and traffic. Examples:
* ABC Co: Launched ShareAStory campaign, generating 250,000 Twitter mentions.
* DEF Co: Created MyTime campaign and associated hashtag that garnered 10,000 posts across all social networks.
* GHI Co: Implemented SavetheShow campaign following cancellation of XYZ Show, sparking major fan support on social media and leading to the show’s season 3 renewal.
* JKL Co: Introduced Snapchat channel, contributing to company’s goal of appealing to younger demographic. Gained 150,000 followers within three months.
* MNO Co: Led cross-channel marketing strategy using Facebook, Twitter, Snapchat and radio spots to create excitement for product launch; exceeded sales projections by 26%.

**Action Group, Sometown, NY | Full-service ad agency, Senior Account Executive / Junior Account Executive, 20XX to 20XX**

* Promoted to senior AE role, overseeing licensee management for Top Broadcasting Co.
* Drove a 100% increase in revenue within 3 years, resulting in annual sales of $80M.

**Education**

ABC UNIVERSITY, Sometown, NY

Bachelor of Arts in Marketing, Minor in Communication Studies